

Serial No. 09/771,692

IN THE SPECIFICATION:

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~strikethrough~~.

Please AMEND the paragraph beginning at page 3, line 3, as follows:

However, since input of statuses is troublesome for users and there ~~is~~ are no direct merits that ~~counteracts~~ counteract such troubles, users often neglect to input statuses. Thus it is conceivably necessary to make status inputted through natural activities of users or give users incentive to voluntarily input status.

Please AMEND the paragraph beginning at page 3, line 16, as follows:

Meanwhile, of various services provided on the Internet, services provided for free are almost entirely dependent on advertisement, ~~rate~~ such as advertisement ~~rate~~ of a Web banner. Many awareness systems are provided as one of the free services like this. However, since awareness systems provide private communication among users, advertisements irrelevant to users is less effective and may be repulsive to users, such advertisements are all the worse for mobile terminals with limited display area.

Please AMEND the paragraph beginning at page 3, line 24, as follows:

Since Web banner advertisements overflow, the trend is that the level of attention paid to the advertisements is decreasing year after year. An advertisement approach ~~that~~ in which only interest advertisements of interest are distributed by e-mail with a consumer's permission, called opt-in mail ~~are~~ is also used. However, the process to make a chance to apply generate applications for opt-in mail depends on other advertisement means. Above all for individual-orientated individual-oriented media such as mobile terminals, many users express feelings of resistance toward advertisement distribution by e-mail.

Serial No. 09/771,692

Please AMEND the paragraph beginning on page 4, line 22 as follows:

An aim of the present invention is to provide technologies that ~~distributes~~- distribute user-
acceptable and highly effective advertisements and ~~enables~~- enable detailed status
representation on an awareness system.

Please AMEND the heading on page 40, line 15, as follows:

Fourth- Fourth Embodiment